



Partners for a New Beginning

A New Beginning

“I’ve come here to Cairo to seek a New Beginning between the United States and Muslims around the world, one based on mutual interest and mutual respect, and one based on the truth that American and Islam are not exclusive and need not be in competition.”



Photo Credit: Getty Images

President Barack Obama

June 4th, 2009

Cairo University

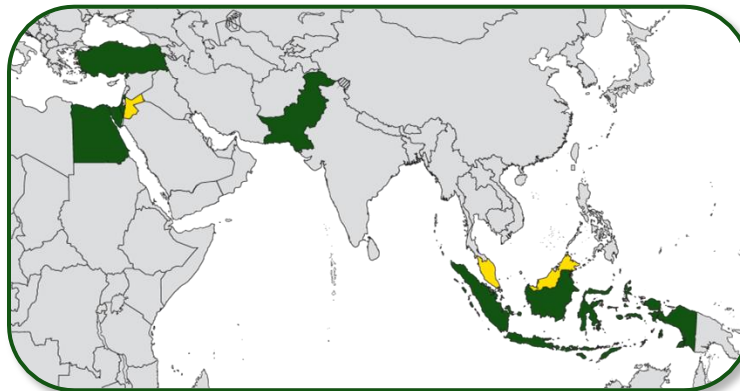
What is PNB?

- Partners for a New Beginning (PNB) is an alliance to foster public-private partnerships committed to broadening and deepening engagement between the United States and local communities abroad in support of President Obama's vision for a New Beginning based on mutual interest and respect
- PNB is comprised of American business and civil society leaders who are committed to building public-private partnerships
- PNB is locally-owned and locally-driven, with support from U.S.-based leadership and an active network of global partners



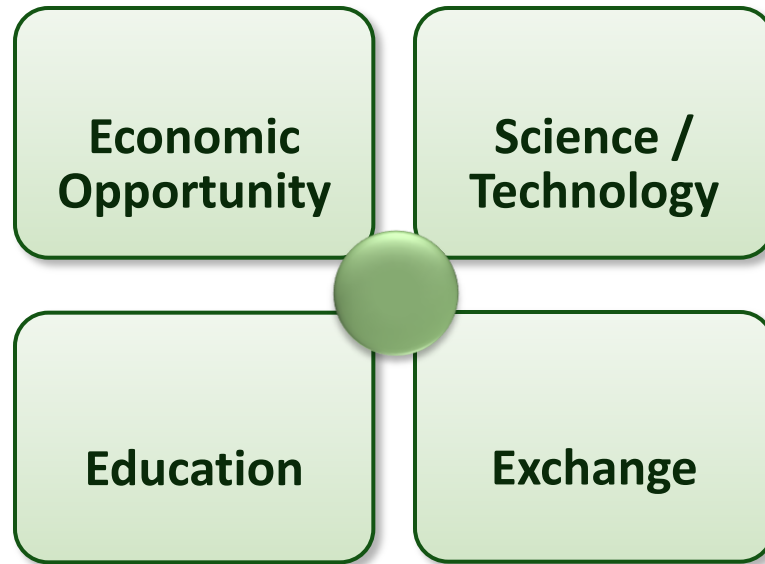
PNB Structure In-Country

- PNB Local Chapters (PLCs) are being formed in initial priority regions of Pakistan, Turkey, Indonesia and the Palestinian Territories
 - PLC formation in Egypt is on hold, given the current political situation
- PLCs will operate as locally-owned entities to identify local projects that address local needs
- The PLC will:
 - Identify country-specific priorities and gaps
 - Identify projects that address these gaps
 - Work with local and American partners to implement projects



Priority Projects

The PLC will identify potential projects with an emphasis on four focus areas:



Steering Committee

The PLC will execute local projects with select partners and may work with American counterparts.

Our American partners include:

The Coca-Cola Company



Morgan Stanley



PERELLA
WEINBERG
PARTNERS



ExxonMobil

Brown University



American Leadership

CHAIR



Madeleine K. Albright
Chair
Albright Stonebridge Group

VICE CHAIRS



Muhtar Kent
Chairman and CEO
The Coca-Cola Company



Walter Isaacson
President and CEO
The Aspen Institute

STEERING COMMITTEE

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The Dow Chemical Company

John Mack

Chairman
Morgan Stanley

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Intel Corporation

Kenneth Cohen

Chairman/V.P. Gov. & Public Affairs
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President and CEO
CARE USA

Jean Case

CEO
The Case Foundation

John Chambers

Chairman and CEO
Cisco Systems, Inc.

Tarek Abdel-Meguid

Founding Partner
Perella Weinberg Partners

Eboo Patel

Founder and President
Interfaith Youth Core

Ruth Simmons

President
Brown University

Current PNB Partners and Programs

Others have joined PNB with these new programs:

- **The Tony Blair Faith Foundation** will expand the reach of its "Face to Faith" global high school program to US schools, impacting 40,000 people in two years
- **Craig Newmark**, the founder of Craig's List, will be providing his technological expertise to facilitate the creation of Information and Communication Technology centers in the West Bank
- Working with Yahoo!, Mercy Corps, the World Bank, and Cisco Foundation, **the ImagineNations Network** will be developing a social networking site that connects young entrepreneurs to each other and to mentors, supporters, financing sources and markets

Steps to Join PNB

1. **Commitment:** The potential partner reviews **Answering the President's Call** and the **PNB Commitment Concept Form**
2. **Submission:** The candidate submits the **PNB Commitment Concept Form** to PNB@state.gov and PNB@aspeninstitute.org, which is shared with the Albright Stonebridge Group, the Aspen Institute PNB Secretariat, the Coca-Cola Company, and the State Department
3. **Review:** The proposal is reviewed based on (i) the project's impact (ii) the value to other PNB partners and the partnership overall (iii) the significance for current geographical and programmatic priorities (iv) the project's significance in expanding PNB's reach
4. **Acceptance:** The candidate receives written feedback about their proposal. If accepted, partners work with the PNB Secretariat on engaging other PNB members and public announcement



Common Questions

Why should my organization consider joining PNB?

- Your organization wants to broaden and deepen relationships supporting President Obama's vision for a New Beginning
- PNB offers an active and engaged network that connects your organization to potential partners both in the U.S. and abroad
- PNB creates ways to leverage assets and networks to meet your organization's goals
- PNB offers a prominent affiliation with a Presidential priority

How can my organization join PNB?

- If you wish to join current partners and the PNB Steering Committee Members, we look forward to working with your organization through a simple, four step process outlined above

Common Questions

What does PNB actually do?

- PNB connects, convenes, facilitates and enables partnerships
- It seeks to bridge existing gaps and leverage opportunities

Does PNB provide funding for projects?

- PNB is not a grant giving organization
- PNB's currency is its ability to bring together business and civil society leaders to work on projects that advance the common goals of both the United States and local communities

Common Questions

If PNB does not provide funding, what is PNB's added value?

- PNB will use its American and local networks to focus on priority projects in the target counties of operation
- PNB will connect companies and organizations in the United States and these local communities that are well-equipped to work on these initiatives

Is this a State Department-run initiative?

- While inspired by President Obama's call for a New Beginning, PNB is a collection of public-private partnerships
- The State Department plays a role in many of these partnerships, but PNB is led by the private sector

Common Questions

What does the State Department contribute?

- Its convening power allows PNB to have a broader reach to American networks and may help attract more partners
- Its involvement may increase visibility of PNB projects to American companies, organizations and individuals
- On some occasions, according to its own priorities, the State Department may allocate public funds to support programs and partnerships identified by PNB
- Local chapters are encouraged to work with US embassies and explore funding opportunities with USAID when appropriate



If you are interested in joining the partnership,
please contact us at PNB@state.gov and
PNB@aspeninstitute.org